

Skin Cancer Prevention for Warm Weather

**SKIN CANCER PREVENTION PROGRAM RETURNS FOR WARM WEATHER:
#ProtectYourSkinDE.com**

DOVER The spring and summer sun is back, and so is #ProtectYourSkinDE, a skin cancer prevention campaign from the Division of Public Health (DPH). Digital, outdoor, and social media efforts will send Delawareans to ProtectYourSkinDE.com, where visitors can find a dermatologist, better educate themselves about how to reduce their skin cancer risk, and learn from the experiences of others. Delaware's skin cancer incidence rate is significantly higher than the national average. The state ranked fourth-highest in the U.S. for incidence of melanoma, the most deadly and often underestimated form of skin cancer, in the most recent published report (2006-2010).

Many people don't think of skin cancer as deadly. So, unlike other kinds of cancer, the mortality rates are climbing – due in part to a lack of sun protection and also because people are not going to the doctor when they see something suspicious on their skin," said Heather Brown, DPH Cancer Control Program Director. "Screening leads to early detection – the earlier skin cancer is detected, the better the outcome."

While the campaign takes place in the spring and summer, UV protection is a year-round effort. Any combination of long-term sun exposure, sunbathing, sunburns or [tanning bed use](#) increases the chance of developing skin cancer. Protection from the sun's UV rays could prevent 90 percent of all skin cancer cases. And in a state with significant amounts of beachgoers, farmers, and outdoor workers, DPH works to educate

Delawareans about sun protection and increase the number of people getting screened. In-person efforts begin on “Don’t Fry Day” (May 22), when health officials will be next to the Rehoboth Bandstand, offering sunscreen, “sun-sensitive” educational items, and informative games and materials.

Since 80 percent of lifetime ultraviolet (UV) radiation exposure occurs during childhood, the campaign will include in-person education with Delaware’s youth. Several Delaware high schools are participating in a signature contest, where students will pledge to wear SPF 15 or higher sunscreen. Additionally, health officials will visit summer camps across the state for interactive trivia, a [drawing activity](#), and to hand out sunscreen.

The #ProtectYourSkinDE campaign runs throughout the spring and summer. In-person event visits will include:

Wednesday, May 20

10:35 a.m.

Wilmington Blue Rocks game

801 Shipyard Drive, Wilmington, DE 19801

Friday, May 22

Noon to 4:00 p.m. Don’t Fry Day at the Rehoboth Beach Boardwalk

Rehoboth Avenue, Rehoboth Beach, DE 19971

Saturday, June 27 10:00 a.m. to 4:00 p.m. Fifer Orchards Blueberry Festival

1919 Allabands Mill Road, Camden Wyoming, DE 19934

<http://www.fiferorchards.com/event/blueberryfestival>

Wednesday, July 15 6:00 p.m. to 8:00 p.m. Family Fun Night at

the Brandywine Zoo

1001 N. Park Drive, Wilmington, DE 19802

Tuesday, July 28

9:00 a.m. to 1:00 p.m.

Delaware State Fair: Health Fair for Kids

18500 South DuPont Highway, Harrington, DE 19952

Saturday, Aug. 1

10:00 a.m. to 4:00 p.m. Fifer Orchards Peach Festival

1919 Allabands Mill Road, Camden Wyoming, DE 19934

<http://www.fiferorchards.com/event/annual-peach-ice-cream-day>

Saturday, Aug. 8

Zap Amateur World Championships of Skimboarding

New Orleans Street, Dewey Beach, DE 19971

Thursday, Aug. 13

6:00 p.m. to 8:00 p.m.

Family Fun Night at the Brandywine Zoo

1001 N. Park Drive, Wilmington, DE 19802

People who are fair-skinned or who have blue or green eyes hold the greatest risk of skin cancer, as well as those exposed to the sun through work and play. All people must keep a watchful eye out for large or irregularly shaped moles.

Regular self-examinations and visits to a dermatologist are essential. If the cancer is detected early, it becomes less likely that it will spread to other body parts.

For more information, contact the Delaware Division of Public

Health's Comprehensive Cancer Control Program at 2-1-1 or visit ProtectYourSkinDE.com or HealthyDelaware.org.

Delaware Health and Social Services is committed to improving the quality of the lives of Delaware's citizens by promoting health and well-being, fostering self-sufficiency, and protecting vulnerable populations. DPH, a division of DHSS, urges Delawareans to make healthier choices with the 5-2-1 Almost None campaign: eat 5 or more fruits and vegetables each day, have no more than 2 hours of recreational screen time each day (includes TV, computer, gaming), get 1 or more hours of physical activity each day, drink almost no sugary beverages

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